



WPTV

ORDER

Print Date 10/25/12

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Flight Dates **10/30/12-11/05/12**

Contract / Revision **315768 /**

Original Date / Revision
10/24/12 10/25/12

Advertiser **American Crossroads**

Agency **Crossroads Media**

Buying Contact

**66 Canal Center Plaza - Suite 555
Alexandria, VA 22314-1576**

Product
American Crossroads

Agency Com 15%

Billing Contact

**66 Canal Center Plaza - Suite 555
Alexandria, VA 22314-1576**

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # **1274**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL ISS

Product Codes PL

Priority P-2

Advertiser Ref

Primary Account Executive
Marta Salazar-Perren

Account Executive	Order%	Start Date	End Date
Marta Salazar-Perren	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WFGC	%	
WFLX	%	
WPBF	%	
WPEC	%	
WPPB	%	
WPXP	%	
WTCE	%	
WTCN	%	
WTVX	%	
WXEL	%	

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
November 2012	51	\$75,905.00	\$89,300.00	0.00
Totals	51	\$75,905.00	\$89,300.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/29/12	11/05/12	51	\$75,905.00	\$89,300.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	WPTV	10/30/12	11/05/12	M-F 5-6a M-F 5-6a	CM	5-6a	11-1---	:30	3	\$750.00	P-2	0.00	NM	3	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/30/12	11/05/12	11-1---			3		\$750.00		0.00				
N 2	WPTV	10/31/12	11/02/12	M-F 7-9a M-F 7-9a	CM	7-9a	--1-1--	:30	2	\$4,500.00	P-2	0.00	NM	2	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/30/12	11/05/12	--1-1--			2		\$4,500.00		0.00				
N 3	WPTV	10/30/12	11/05/12	M-F 10-11a M-F 10-11a	CM	10-11a	11-1---	:30	3	\$2,000.00	P-2	0.00	NM	3	\$6,000.00



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Contract / Revision **315768** Flight Dates **10/30/12-11/05/12**

Hiatus Dates

Original Date / Revision 10/24/12/ 10/25/12

Order Sep 00:20:00

Advertiser **American Crossroads** Product **American Crossroads**

Estimate # **1274**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 3	WPTV	10/30/12	11/05/12	M-F 10-11a M-F 10-11a	CM	10-11a	11-1---	:30	3	\$2,000.00	P-2	0.00	NM	3	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	11-1---					3	\$2,000.00		0.00			
N 4	WPTV	10/31/12	11/02/12	M-F 11-12n M-F 11-12n	CM	11a-12p	--1-1--	:30	2	\$450.00	P-2	0.00	NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	--1-1--					2	\$450.00		0.00			
N 5	WPTV	10/30/12	11/05/12	M-F 12p NEWS M-F 12n-1p	CM	12-1p	11111--	:30	5	\$650.00	P-2	0.00	NM	5	\$3,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	11111--					5	\$650.00		0.00			
N 6	WPTV	10/30/12	11/05/12	M-F 1-2p M-F 1-2p	CM	1-2p	11111--	:30	5	\$450.00	P-2	0.00	NM	5	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	11111--					5	\$450.00		0.00			
N 7	WPTV	10/30/12	11/05/12	M-F 2-3p M-F 2-3p	CM	2-3p	11-1---	:30	3	\$350.00	P-2	0.00	NM	3	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	11-1---					3	\$350.00		0.00			
N 8	WPTV	10/31/12	11/02/12	M-F 3p-4p 3-4pm Jeff Probst	CM	3-4p	--1-1--	:30	2	\$500.00	P-2	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	--1-1--					2	\$500.00		0.00			
N 9	WPTV	10/30/12	11/05/12	M-F 4p-5p M-F 4p-5p	CM	4-5p	11-1---	:30	3	\$850.00	P-2	0.00	NM	3	\$2,550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	11-1---					3	\$850.00		0.00			
N 10	WPTV	10/31/12	11/02/12	M-F 5-530p M-F 5-530p	CM	5-530p	--1-1--	:30	2	\$3,000.00	P-2	0.00	NM	2	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	--1-1--					2	\$3,000.00		0.00			
N 11	WPTV	10/30/12	11/05/12	M-F 530-6p M-F 530-6p	CM	530-6p	11-1---	:30	3	\$3,000.00	P-2	0.00	NM	3	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	11-1---					3	\$3,000.00		0.00			
N 12	WPTV	10/31/12	11/02/12	M-F 6-630p M-F 6-630p	CM	6-630p	--1-1--	:30	2	\$5,000.00	P-2	0.00	NM	2	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	--1-1--					2	\$5,000.00		0.00			
N 13	WPTV	10/30/12	11/05/12	M-F 1135p-1235a M-F 1135p-1235a	CM	1135p-1235a	11-1---	:30	3	\$1,250.00	P-2	0.00	NM	3	\$3,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	11-1---					3	\$1,250.00		0.00			
N 14	WPTV	10/31/12	11/02/12	M-F 1235-135a M-F 1235-135a	CM	1235-0135a	--1-1--	:30	2	\$300.00	P-2	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	--1-1--					2	\$300.00		0.00			
N 15	WPTV	11/02/12	11/02/12	Friday Prime C Dateline	CM	10-11p	----F--	:30	1	\$3,500.00	P-2	0.00	NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	----F--					1	\$3,500.00		0.00			



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Hiatus Dates

Original Date / Revision 10/24/12/ 10/25/12

Order Sep 00:20:00

Advertiser **American Crossroads** Product **American Crossroads**

Estimate # **1274**

														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N15	WPTV	11/02/12	11/02/12	Friday Prime C Dateline	CM	10-11p	----F--	:30	1	\$3,500.00	P-2	0.00	NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/30/12	11/05/12	----F--	1		\$3,500.00		0.00						
N16	WPTV	11/03/12	11/03/12	Sa 7-8a Sa 7-8a	CM	7-8a	-----S-	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/30/12	11/05/12	-----S-	1		\$1,200.00		0.00						
N17	WPTV	11/03/12	11/03/12	Sa 8-10a Sa 8-10a	CM	8-10a	-----S-	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/30/12	11/05/12	-----S-	1		\$2,500.00		0.00						
N18	WPTV	11/03/12	11/03/12	Sa 6p Sa 6p	CM	6-630p	-----S-	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/30/12	11/05/12	-----S-	1		\$2,000.00		0.00						
<u>Spot</u>		<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
1		WPTV	10/30/12-11/05/12	Sa 6p	6-630p		-----Sa--	:30	(\$2,000.00)	0.00	NM				
		See MG 18.2													
2		NPTV	10/30/12-11/05/12	Sa 7p News	7-730pm		-----Sa--	:30	\$2,000.00	0.00	NM				
		Ⓜ MG for 18.1 11/03													
N19	WPTV	11/03/12	11/03/12	Sa 1130p-1a Sa 1130p-1a	CM	1130p-1a	-----S-	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/30/12	11/05/12	-----S-	1		\$1,500.00		0.00						
N20	WPTV	11/04/12	11/04/12	Su 7-8a Su 7-8a	CM	7-8a	-----S	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/30/12	11/05/12	-----S	1		\$1,500.00		0.00						
N21	WPTV	11/04/12	11/04/12	Su 8-9a Su 8-9a	CM	8-9a	-----S	:30	1	\$4,500.00	P-2	0.00	NM	1	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/30/12	11/05/12	-----S	1		\$4,500.00		0.00						
N22	WPTV	11/04/12	11/04/12	Su 9-10a Su 9-10a	CM	9-10a	-----S	:30	1	\$7,500.00	P-2	0.00	NM	1	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/30/12	11/05/12	-----S	1		\$7,500.00		0.00						
N23	WPTV	11/04/12	11/04/12	Su 6p Su 6p	CM	6-630p	-----S	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/30/12	11/05/12	-----S	1		\$2,000.00		0.00						
N24	WPTV	11/04/12	11/04/12	NFL Pregame NFL Pregame	CM	7-8:15p	-----S	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/30/12	11/05/12	-----S	1		\$2,500.00		0.00						
N25	WPTV	11/04/12	11/04/12	Su 1130p-1205a after NEM 1130p-12x After NFL		1130p-1205a	-----S	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/30/12	11/05/12	-----S	1		\$3,000.00		0.00						
Totals														51	\$89,300.00